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REMARKS

Claims 1-40 are currently pending in the subject application and are presently under consideration. Applicants' representative would like to thank Examiner Fadok for the courtesies extended during a telephone conference on October 7, 2004 in which the Examiner recommended amending claim 20 to further emphasize that the item list database stores aggregated item information associated with items residing at different merchant sites in order to clearly distinguish the claimed invention and the cited art. Accordingly, claim 20 has been amended herein to incorporate such limitations. A listing of all claims is at pp. 2-9. Favorable consideration of the subject patent application is respectfully requested in view of the amendments herein.

CONCLUSION

The present application is believed to be in condition for allowance, in view of the above comments and amendments. A prompt action to such end is earnestly solicited.

Should the Examiner believe a telephone interview would be helpful to expedite favorable prosecution, the Examiner is invited to contact applicants' undersigned representative at the telephone number listed below.

Respectfully submitted,

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